

THE GENERAL PLAN VISION AND VALUES

VISION

Each of us has a vision of what Scottsdale should be like in the future. Although our visions are different, they share common qualities. As such, we aspire to create and sustain Scottsdale as a dynamic, internationally renowned city characterized by its economic vibrancy, engaged citizenry, worldclass medical and research facilities, and the Sonoran Desert environment. Community members envision Scottsdale as a quality tourist destination; captivating visitors who are drawn to our resorts, arts, culture and signature events. We seek to respect nature and value sustainability throughout the city while acting as stewards of the majestic McDowell Sonoran Preserve. Our community aspires to provide high-quality services, balanced mobility options, and an excellent business environment that fosters a safe, clean, attractive and connected quality of life for all of its citizens. Anchored by strong neighborhoods, natural open spaces, and inspired by our western and equestrian heritage, we see Scottsdale as a great place to live work and play— now and into the future. As our city continues to evolve, residents and stakeholders will strive to enhance the characteristics and values that make Scottsdale a special place.

VALUES

Scottsdale is a community that:

- **Demonstrates commitment to sustainability.** We evaluate the environmental, economic, and social short- and long-term impacts of our decisions.
- **Creates viable neighborhoods.** We revitalize and conserve neighborhoods to ensure their long-term viability, unique attributes and character, livability, and connectivity to other neighborhoods in the community.
- **Respects the natural environment.** The Sonoran Desert shapes the character of the city, making it critical to preserve the desert and mountain lands, and find innovative ways of conserving natural resources.
- **Encourages regeneration.** As the city continues to mature, maintenance, redevelopment, and reinvestment in targeted areas will be critical to retain the city's overall stability, vitality, and aesthetic appeal.
- **Builds on its cultural heritage.** We promote arts and tourism in a way that recognizes our western heritage and the unique desert environment in which we live.
- **Provides transportation options.** We offer mobility choices that reflect the diverse needs of the community.
- **Maintains high standards.** Quality appearance, aesthetics, public amenities, and levels of service create the desirable community and cache for which Scottsdale is known.
- **Celebrates our past.** We acknowledge our past through preservation of historically significant sites, buildings, and neighborhoods as we prepare for our future.

- **Promotes strategic growth.** Development and redevelopment should serve community physical and economic needs, advance the overall quality of life, and reinforce or improve community character.
- **Recognizes and welcomes the diversity of the community.** We respect the human dignity of all.

A LEGACY OF CITIZEN INVOLVEMENT

The story of Scottsdale continues to be written. The physical setting of the Sonoran Desert serves as the majestic background for a community with a vibrant Downtown, a thriving business climate, and a long-standing emphasis on arts and culture. The city's diverse neighborhoods, each unique in character, allow for a broad range of lifestyles. As the pages in our story turn, change is inevitable. Scottsdale today differs from the city of its past and is different now than the city it will be in the future. However, it will be imperative to retain the core characteristics of our community now, and as the city continues to evolve.

The General Plan is not expected to create unanimous agreement about the future of the community. Rather, it strives to balance and blend the hopes and aspirations of a diverse community into a cohesive story that is uniquely Scottsdale. This document helps to retain the fabric of the community while welcoming and preparing for the future.

This community story and vision is a continuation of the foundation of citizen-driven processes. It is built on the Scottsdale Town Enrichment Program (STEP) forums of the 1960s, 1970s, and 1980s, Scottsdale Visioning (1991-'92), CityShape 2020 (1994-'96), and 2000 Future in Focus. It was through these initiatives that the storyline for Scottsdale's success and the path to the future were identified.

SCOTTSDALE VISIONING AND THE SHARED VISION

In 1966, the S.T.E.P. forums, which involved 300 citizen participants and numerous citizen organizations, provided the impetus for a comprehensive plan study. At the time, the formulation of the S.T.E.P. forums was likely the most significant event in the history of the City. This involvement of interested, creative, and collaborative citizens is what made Scottsdale different from the multitude of similarly situated suburbs across the nation.

In 1991, a process of community visioning was initiated to identify the most important and significant beliefs and desires about the long-term future of the community. In December 1992, the City Council accepted a report outlining Scottsdale's Shared Vision. The Shared Vision identified four Dominant Themes, which reflect Scottsdale's special qualities and create the foundation for Scottsdale's long-term vitality. The Four Themes represent Scottsdale's core expression. They define who we are and present an inspiring vision of the city's emerging special place in the broader regional, national, and global economy. The Four Dominant Themes are:

- **Sonoran Desert:** Our growth and development should proceed with clear awareness of the impact on our rare and beautiful environment.
- **Resort Community:** Tourism and the constant influx of people from all over the world strongly affects our way of life as well as our economy.

- **Arts and Culture:** Scottsdale's cultural assets are an integral part of the community and a basis for further development.
- **Health and Research:** Scottsdale has a culture of wellness and an optimistic spirit of innovation. Healthcare, biotechnology, computer, and other high-tech businesses are a natural fit for the growing diversity of our community.

CITYSHAPE 2020

CityShape 2020, a natural evolution of the Visioning process, provided a comprehensive review of the General Plan. This process was intended to be an extensive educational and community outreach process that would be responsible for reaffirming and improving the Scottsdale General Plan as an expression of the Shared Vision. CityShape 2020 built upon the legacy of citizen participation from the S.T.E.P. forums of the 1960s, 1970s, and 1980s, and the Scottsdale Visioning program. Completed in 1996, the recommendations from the CityShape 2020 process are the basis for planning in Scottsdale today. The recommendations include:

- An enhanced focus on character and quality in development
- A three-level approach to planning:
 - Level 1 - Citywide Planning
 - Level 2 - Character Planning
 - Level 3 - Neighborhood Planning
- The establishment of the Six Guiding Principles (which are equal, with no priority in the listing):
 - **Preserve Meaningful Open Space:** The City of Scottsdale is committed to promoting the acquisition, dedication, and setting aside of open space as a community amenity and in support of the tourism industry in Scottsdale.
 - **Enhance Neighborhoods:** Scottsdale's residential and commercial neighborhoods are a major defining element of this community. The quality of our experience as a Scottsdale citizen is expressed first and foremost in the individual neighborhoods where we live, work, and play. Scottsdale is committed to maintaining and enhancing our existing and future neighborhoods. Development, revitalization, and redevelopment decisions, including rezoning and infrastructure planning, must meet the needs of our neighborhoods in the context of broader community goals.
 - **Seek Sustainability:** Scottsdale is committed to the effective management of its finite and renewable environmental, economic, social, and technological resources to ensure that they serve future needs.
 - **Support Economic Vitality:** Scottsdale is committed to the goal of supporting its existing economic strengths by: targeting new opportunities which can diversity the economic base; providing for the fiscal health of the city; and forming partnerships with the community which strengthen the city's ability to meet this goal.
 - **Advance Transportation:** The transportation system must be the backbone of Scottsdale, supporting its economy and serving and influencing its land use patterns in a positive way.

- **Value Scottsdale's Unique Lifestyle and Character:** Scottsdale offers a superior and desirable Sonoran Desert lifestyle for its citizens and visitors. The preservation of this unique lifestyle and character will be achieved through a respect for our natural and man-made environment, while providing for the needs of our citizens.

From the Arizona legislature's Growing Smarter Act in 1998 and Growing Smarter Plus Act in 2000 came the impetus for updating the city's General Plan. The legislation required that all cities with more than 2,500 people update their General Plans by December 2001. This entailed the addition of 5 new elements or chapters to the General Plan and redefined what a major amendment to the General Plan was and how such an amendment would be processed. Finally, the legislation established that the General Plan would require ratification by a vote of the citizens.

Through the 2011 General Plan update public participation process, the community's established values, themes, and principles were again upheld. Scottsdale's story continues to evolve and change with the passing of time; however, the foundation laid by the Shared Vision and CityShape 2020 remains our cornerstone for community planning. These citizen participation processes have helped define the future vision for the community and provided new tools, like the General Plan, to achieve that vision.

CITY OF SCOTTSDALE LONG RANGE PLANNING TIMELINE

	1950	1960	1970	1980	1990	2000	2010
Major City Milestones	Incorporation (1951) Major Annexations (1956-1964)	City Charter (1962) Scottsdale Town Enrichment (STEP Forums) (1964-1974)	East Shea Annexation (1975)	Scottsdale Vision 2000 Update (1981-1982) North Area Annexations (1982-1984)	Scottsdale Visioning City-Shape 2020 (1991-1992) (1995-1996) McDowell Sonoran Desert Preserve →		
Arizona State Statutes			Arizona's General Plan Statute Created (1972)		Arizona's Growing Smarter Act (1998) Arizona's Growing Smarter Plus Act (2000)		
City's General Plan		General Plan (Enacted) (1967) City Charter Requires Comprehensive Plan (1967)	General Plan Review (Wilsey-Ham) (1972-1973)	General Plan Update (1980-1981)	General Plan Update (1992) Reformat/Reprint (1998) Future in Focus (2000)	General Plan Update (2001)	General Plan Update (2011)
Major Comprehensive Area Plans				Airport Area (1981) Scottsdale Foothills (1984) Downtown (1985) Tonto Foothills (1986)			
Character Area Plans				Shea/Scottsdale (1979) Downtown (1984) East Shea (1987)	Cactus Corridor (1992) Desert Foothills (1999) Dynamite Foothills (2000)	Downtown Update (2009) Greater Airport (2010) Southern Scottsdale (2010)	
Major Zoning Ordinances	Original Ordinance (1952)	Major Update (1961)	Major Update (1969)	Hillside Ordinance (1977)	Environmentally Sensitive Land Ordinance (1991) Downtown Ordinance (1986)	Downtown Overlay (2003)	
City-wide Master Plans			Transportation (1973) Bikeways (1974)	Trails (1978) Parks (1979)	Water and Sewer → (1992) Trails (1985) Bikeways (1996)	Bikeways Trails Transportation (2008) Parks (2005)	

